

Ph.D Home Science

Course Work Family Resource Management

Section A: Management of Family Environment:

Concept of environment and its significance in the rural and urban family. Impact of environment on the family resources with respect to socio-economic levels. Measures for improving the quality of life in rural and urban households. Role of government and non government organizations and mass media in welfare of families and environmental protection. Environment and future of mankind.

Section B : Globalization and Consumer Economics:

Model of consumer motivation and behaviour. Group influences in marketing. Consumer decision processes. Aggregate consumer behaviour over time. Diffusion of innovations. Brand loyalty. Globalization, Liberalization and Privatization - impact on consumer behaviour. Government programmes/Schemes designed to increase family financial security, increase family food security and generate consumer awareness. Managerial and Research implications of consumer issues.

Section C: Family Dynamics and Women Power

Impact of change in the role of women on the family system. Theoretical and Conceptual framework to study. Human rights, institutional norms of family, family structure, family ecology and family life development programmes. Economic and psychological cost of gainful employment of women in the family. Stress in the family characteristics, category, consequences and need for stress management. Occupational hazards of women at work.

Section D: Dynamics of Group Behaviour:

Stages and process of group formation, group norms and structure, understanding individual interpersonal and human behaviour and its different dimensions, recognizing points of view, feeling, perception and assumptions that intervene in interpersonal interactions. Group dynamics-cooperation, competition, communication, group pressure, group cohesiveness, leadership etc.